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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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NEW RECORD NOVEMBER FOR MAJOR APPLIANCES

NEARLY CLINCHES NEW ANNUAL RECORD

CHICAGO -- More than 3.4 million major home appliances were shipped in November, bringing the year-to-date total within 632,000 units of a new annual record, reports the Association of Home Appliance Manufacturers (AHAM).

November's shipments are 11.5% higher than November 1984, and year-to-date shipments are 6.2% higher than last year's same period.

Year-to-date shipments of 38.3 million units brings the industry within close range of 1984's 39.4-million-unit record. The industry forecast for 1985 calls for 41.2 million units, which will mark the first time that annual major appliance shipments top 40 million units.

The industry is ending the year with a momentum that is expected to continue into next year since consumer plans to buy major appliances are at a 7-year high, according to The Conference Board. Monthly shipment gains have steadily risen since summer, with both July and August showing 1.7% increases; September, 3.9%; October 6.3%; and November, 11.5%.

In November, shipments were especially strong for: refrigerators, up 12.1%; dryers, up 10.2%; dishwashers, up 9.7%; and electric ranges, up 6.9%.

Microwave oven shipments were up nearly 29% for the month, but the

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Association issued a caution concerning the interpretation of the data. A backlog in compiling import statistics by government agencies contributed to the artificially high shipment figure. These U.S. Census Bureau statistics are used in developing industry shipment data.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1985

	November 1985	November 1984	% Change	Calendar Year to Date 1985	Calendar Year to Date 1984	% Change
ALL MAJOR APPLIANCES**	3,459.0	3,103.0	+11.5%	34,812.1	36,556.0	+ 6.2%
COOKING - TOTAL	1,527.5	1,226.3	+24.6	12,710.4	10,826.7	+17.4
ELEC. ERG RANGES - TOTAL	269.5	252.1	+ 6.9	2,486.3	2,852.8	+ 1.2
Free Standing	220.1	207.8	+ 6.0	2,454.5	2,315.5	+ 1.7
Built-In	49.4	44.5	+11.0	331.9	337.4	- 1.0
MICROWAVE OVENS/RANGES	1,276.3	892.5	+38.6	10,031.8	8,179.1	+22.4
HOME LAUNDRY - TOTAL	745.4	698.0	+ 6.8	8,489.9	8,108.3	+ 4.7
AUTOMATIC WASHERS	404.9	389.1	+ 4.1	4,489.4	4,707.9	+ 3.9
DRYERS - TOTAL	340.4	308.9	+10.2	4,000.4	3,400.5	+ 5.9
Electric	264.7	245.2	+ 8.0	3,404.9	2,709.3	+ 4.6
Gas	75.7	63.7	+18.8	765.6	691.2	+10.8
KITCHEN CLEAN UP - TOTAL	645.2	653.0	- 1.2	7,244.2	7,181.1	+ 0.9
DISPOSERS	334.0	367.1	- 9.0	3,401.6	3,779.2	+ 0.6
DISHWASHERS - TOTAL	297.8	271.4	+ 9.7	3,781.6	3,236.9	+ 1.4
Built-In	273.9	248.5	+10.2	3,560.1	3,016.2	+ 1.5
Portable	23.8	22.9	+ 3.9	221.5	220.7	+ 0.4
COMPACTORS	13.4	14.4	- 6.9	141.0	165.0	- 2.4
FOOD PRESERVATION - TOTAL	500.1	467.5	+ 7.0	6,844.1	6,869.7	- 0.4
REFRIGERATORS	434.3	387.6	+12.1	5,663.0	5,659.4	+ 0.4
FREEZERS - TOTAL	65.8	79.9	-17.7	1,181.1	1,210.3	- 4.1
Chest	34.9	37.7	- 7.4	585.3	616.7	- 3.5
Upright	30.8	42.1	-26.8	595.9	593.6	- 4.7
HOME COMFORT - TOTAL	40.9	58.1	-29.6	3,523.6	3,570.1	- 1.3
ROOM AIR CONDITIONERS	39.3	50.6	-22.3	2,945.2	2,989.4	- 1.5
DEHUMIDIFIERS	1.6	7.5	-78.7	578.4	580.7	- 0.4
GAS RANGES***	156.2	145.9	+ 8.4	1,665.6	1,580.9	+ 5.4

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.